

Museums and Participation (Who goes.. And who doesn't?)

1. Who goes to museums?

Headline measures from Taking Part Survey - Adult

Percentage

	Significant changes since earliest data	Trend	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15 Q1
Culture												
Has engaged with the arts in the last year	■		76.3	75.9	76.8	75.7	75.7	76.2	78.2	78.4	77.5	77.0
Has engaged with the arts three or more times in the last year	■		62.5	61.3	62.2	59.9	60.7	61.2	63.3	64.1	62.8	62.0
Has visited a museum or gallery in the last year	▲		42.3	41.5	43.5	43.4	46.0	46.3	48.9	52.8	53.1	51.8
Has visited a public library in the last year*	▼		48.2	46.1	45.0	41.1	39.4	39.7	38.8	37.0	35.4	34.9
Has visited a heritage site in the last year	▲		69.9	69.3	71.1	68.5	70.4	70.7	74.3	72.7	72.5	72.4
Has visited an archive or records office in the last year (own time and voluntary)	▼		5.9	5.0	4.9	4.0	3.8	4.0	3.6	3.7	3.1	2.9
Volunteering and charitable giving												
Has volunteered in last 12 months	■		23.8	24.0	24.0	25.0	N/A	24.2	23.3	25.9	23.9	24.4
Has volunteered in DCMS sectors in last 12 months	▲		7.0	6.9	7.2	7.8	N/A	7.7	7.1	9.3	7.4	7.8
Has donated money in the last 12 months **	■		N/A	N/A	N/A	N/A	N/A	88.4	89.7	89.7	88.2	88.3
Has donated money to the DCMS sectors in last 12 months **	▼		N/A	N/A	N/A	N/A	N/A	33.0	30.9	32.0	28.7	28.7
Digital participation (Has visited a...)												
Museum or gallery website	▲		15.8	16.5	18.3	19.3	N/A	25.0	26.2	31.3	27.5	27.4
Library website	▲		8.9	9.6	10.4	10.9	N/A	15.5	16.2	16.9	14.2	14.2
Heritage website	▲		18.3	18.9	21.0	21.3	N/A	26.7	28.6	31.3	27.4	27.6
Arts Websites (including music, theatre, dance, visual arts and literature)***	▼		30.5	32.2	34.6	35.3	N/A	42.6	32.2	30.3	25.1	24.9
Archive or records office website	▲		9.7	10.5	11.0	11.0	N/A	10.9	11.6	13.5	11.6	11.4
Sport website	▲		26.1	27.9	30.6	31.3	N/A	36.4	37.6	40.1	35.8	35.1

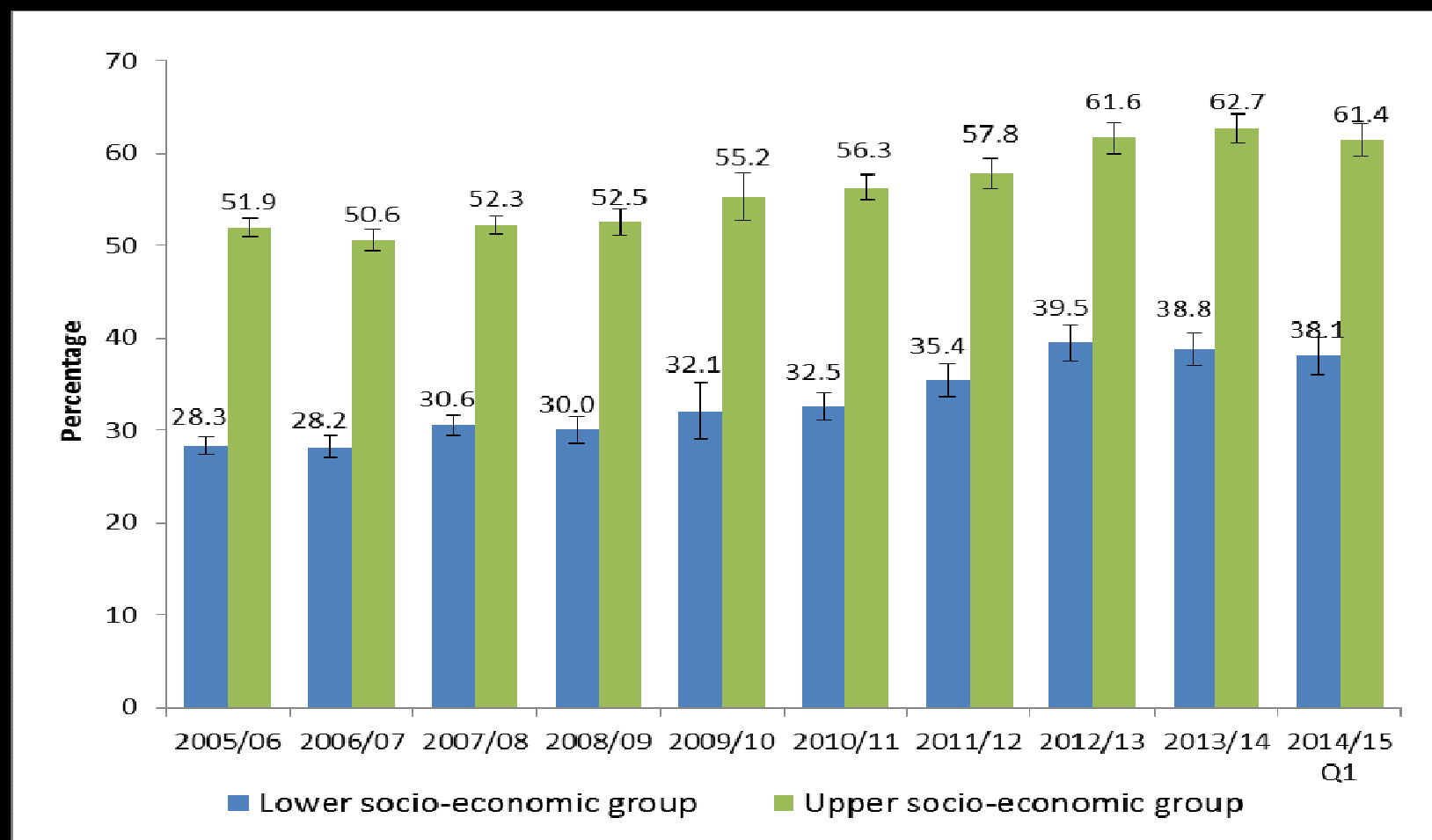
N/A Data not available for this year

* Excludes visits for paid work and academic study except in 2008/09 and 2009/10

** Data only available for January - March in 2011

*** Prior to July 2011 this question was worded as "Theatre/Concert websites or other websites about art"

Figure 3.2: Proportion of adults who had visited a museum or gallery in the last year, by NS-SEC classification, 2005/06 to 2014/15 quarter 1



Summary:

Visitor figures, visitor studies and sociological studies (internationally as well as in the UK) show that the profile of the audience for museums is overwhelmingly predicted by an individual's level of income and education.

This is so even when you take account of gender, ethnicity, age and wealth (although there are distinctions in the visitor figures based on these categories).

2. Public perceptions of museums and 'culture'

*(from Understanding Everyday Participation-
Articulating Cultural Value)*

How far do your cultural interests reflect the kind of person you are?

“[Pause] I still feel like I can’t answer that. I’m not quite sure [...] what do you mean why you say cultural interests” (P15 female 38 Saltwell).

“I don’t know. Erm... I honestly don’t know how to answer that. I don’t know” (P19 female 28 Low Fell).

“Cultural? [...] What do you mean? Well... it’s a hard question really ‘cause I suppose, you know, I can’t really define cultural interests. [...] I can’t really answer that question. Probably just the same as what I’ve been saying to be honest with you” (P23 male 50 Saltwell).

“Cultural interests. I don’t know how to answer that one [...] Erm, I don’t know how to answer that question, honestly I don’t [...] For example my Christianity is a part of me, I’m part of it and it’s a part of me. And the other things they’re just leisure, the things that I just enjoy doing” (P20 female 43 Chowdene).

“Cultural interests? ...the only culture I get is St James’ Park” (P09, Male 32 Bensham).

“Well I’m interested in art and music, classical music, and I think that does help to define me. The kind of music and the kind of art that I like, well the type of music that I like tends to be fairly quiet and slow moving, and the sort of art that I like would kind of be, well with sculpture, soft edges and pleasant to the eye rather than jazzy music or Cubist type art. So I think the culture, the art and music that I’m interested in does kind of define me. I think in some way it does reflect on me” (P30 male Bensham).

“Very much so. My desire to embrace anything new [...] I actually got to celebrate Diwali and I got to celebrate Eid and [laughs], you know, I went to some of these wonderful group sessions with Kurdish ladies. It was absolutely wonderful and I thrived on, you know, embracing all of those different cultural experiences and just I really love those differences and you know, want to be involved in different--, in food and different things and clothes and all of that sort of stuff, so yeah. And, my cultural interests which is, you know, things in arts and food and whatnot are very much me” (P03 Female 42, Saltwell).

“Yeah, I think they do because I like certain art things, fashion, music...and I think being gay that certain aspects of the things I like are reflected from that [...] But so I think yeah I mean the gay part of me if you like [laughs] has influenced certain cultural things, the museums and the arts that we like to go to [...] Which, you know, when I was brought up you didn’t, a lot of people didn’t do that. [...] if you said, “Oh I want to go to a museum,” “What do you want to go there for?” you know” (p29 Male 62 Bensham).

“More or less, yeah, basic working class culture, you know what I mean, everything’s basic, I mean opera and that doesn’t bother me or music doesn’t bother me, you know, nothing like that, it’s just normal like, you know, aye, singers and, you know, and groups, aye, I wouldn’t--, I wouldn’t go mixing with them [...] half of them is just false anyway, you know, they don’t seem to want to know where they’re from or, you know, what their culture was or, you know, where their upbringing come from [...] I think they’ve been privileged people, you know, and I just cannot get away with privileged people, you know, somebody who’s getting something and they never had to work for it, you know, I prefer if somebody’s worked all their life and getting what they want and it’s like I say there’s certain words I hate is like sir and lord and what they’ve done and all this” (P01 Male 74 Bensham).

“I suppose cultural to me is more sort of the arts side of it, so do I go to the theatre much? No. [Wife] does. So I sort of do my theatre watching by letting her go and looking after the kids...But then cultural museums--, you know, Hancock Museum, Great North Museum, Beamish, Vindolanda and National Trust places, we do a lot of those. So from the sort of--, the performing element we probably don’t see much of, although [son]did go with [wife]to see Shakespeare the other week, but I wouldn’t put myself on that list. But how does it influence me? It probably influences days out but nothing apart from that” (P18 male 42 Bensham).



*Understanding Everyday Participation-
Articulating Cultural Value*

What are we trying to do?

- discover how people participate in culture in their everyday lives and what this participation means to them
- understand how communities are formed and connected through culture
- develop new articulations and measures of cultural value
- explore the relationship between different cultural contexts – institutional, voluntary, informal
- reconnect policy and practice with the everyday

What difference do we want to make?

- help democratise culture by
 - giving voice to people and practices under the official radar
 - enabling communities to shape their own cultural provision
- help organisations to promote participation by
 - understanding activities that are important and meaningful to people, especially in less affluent places
 - revealing networks and practices that can be mobilised to help develop local creative economies
 - developing and testing new methods of community engagement

Question:

What might be the challenges of having a museum practice, programming, management and funding which takes account of local everyday participation?

Further Information (including team and sponsorship details)

- Website: www.everydayparticipation.org
- Twitter: @UEParticipation